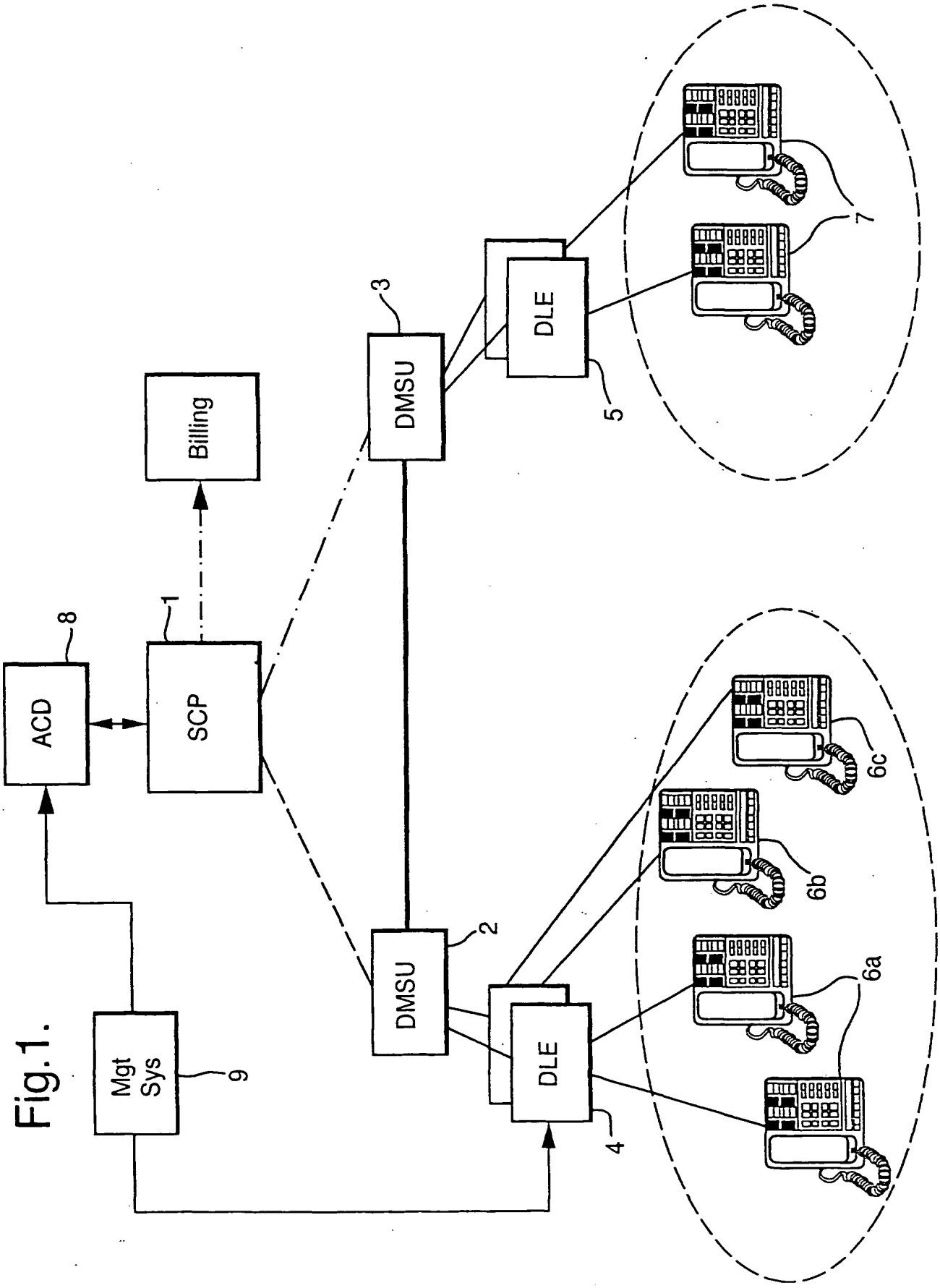


Fig.1.

Fig.3.

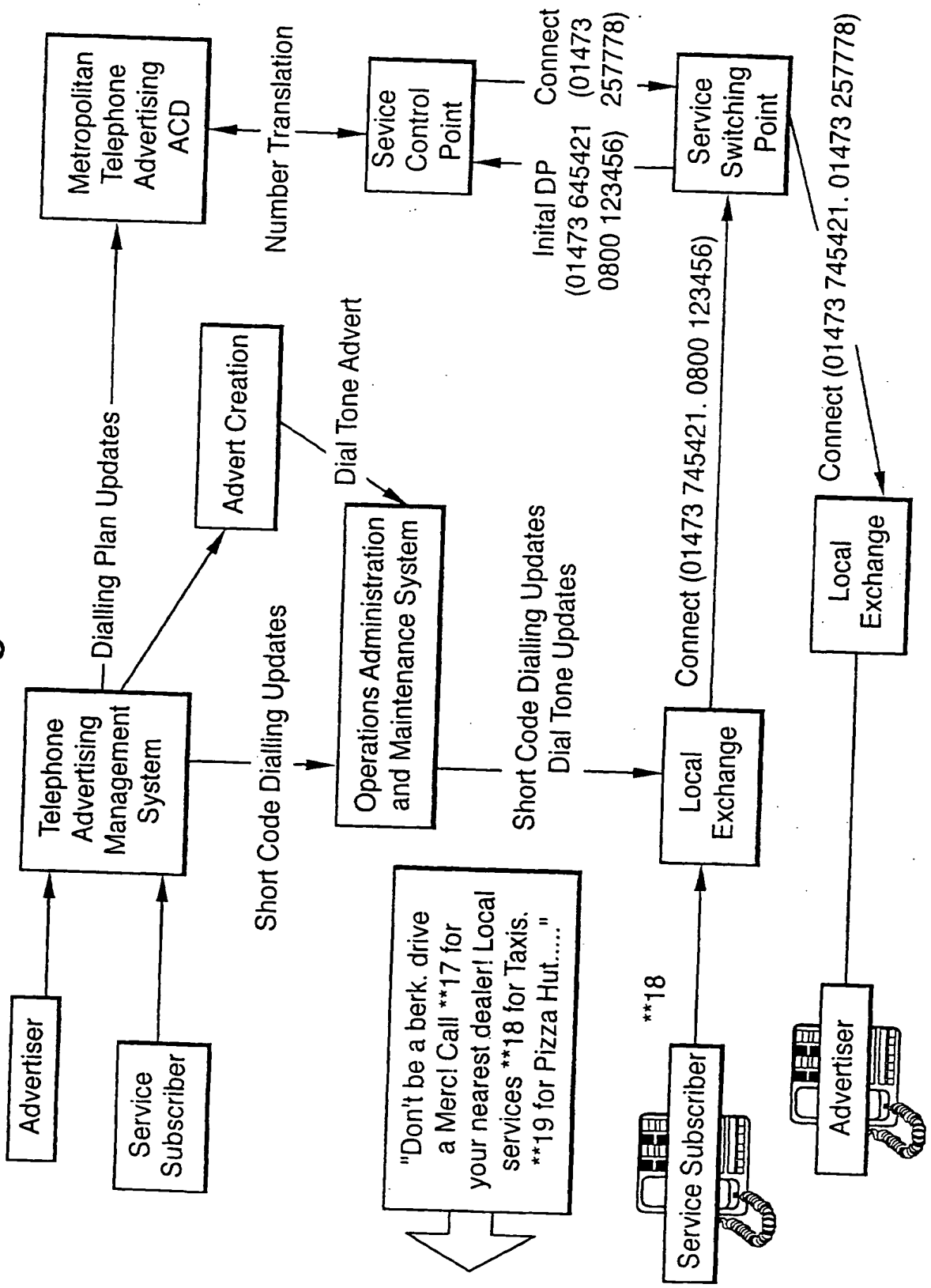

Metropolitan Telephone Advertising ACD
Number Translation
Sevice Control Point
Inital DP
(01473 645421
0800 123456)
Connect
(01473
257778)
Service Switching Point
Dialling Plan Updates
Advert Creation
Dial Tone Advert
Connect (01473 745421. 01473 257778)
Local Exchange
Telephone Advertising Management System
Short Code Dialling Updates
Operations Administration and Maintenance System
Short Code Dialling Updates
Dial Tone Updates
Connect (01473 745421. 0800 123456)
Local Exchange
Advertiser
Service Subscriber
"Don't be a berk. drive a Merc! Call **17 for your nearest dealer! Local services **18 for Taxis. **19 for Pizza Hut....."
**18
Service Subscriber
Advertiser

Fig.2.

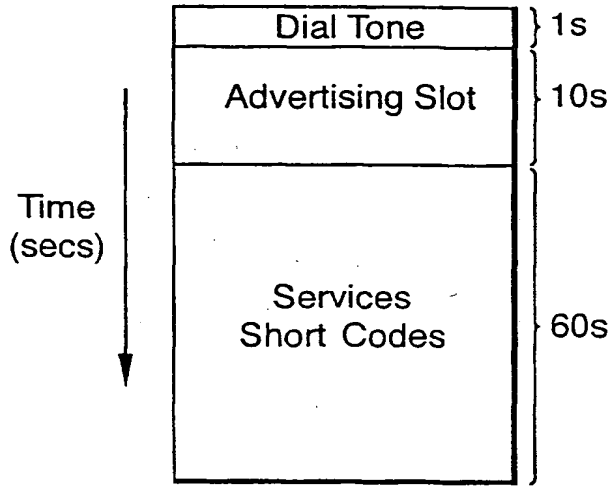

Dial Tone
Advertising Slot
Services
Short Codes
Time
(secs)
1s
10s
60s

Fig.4.

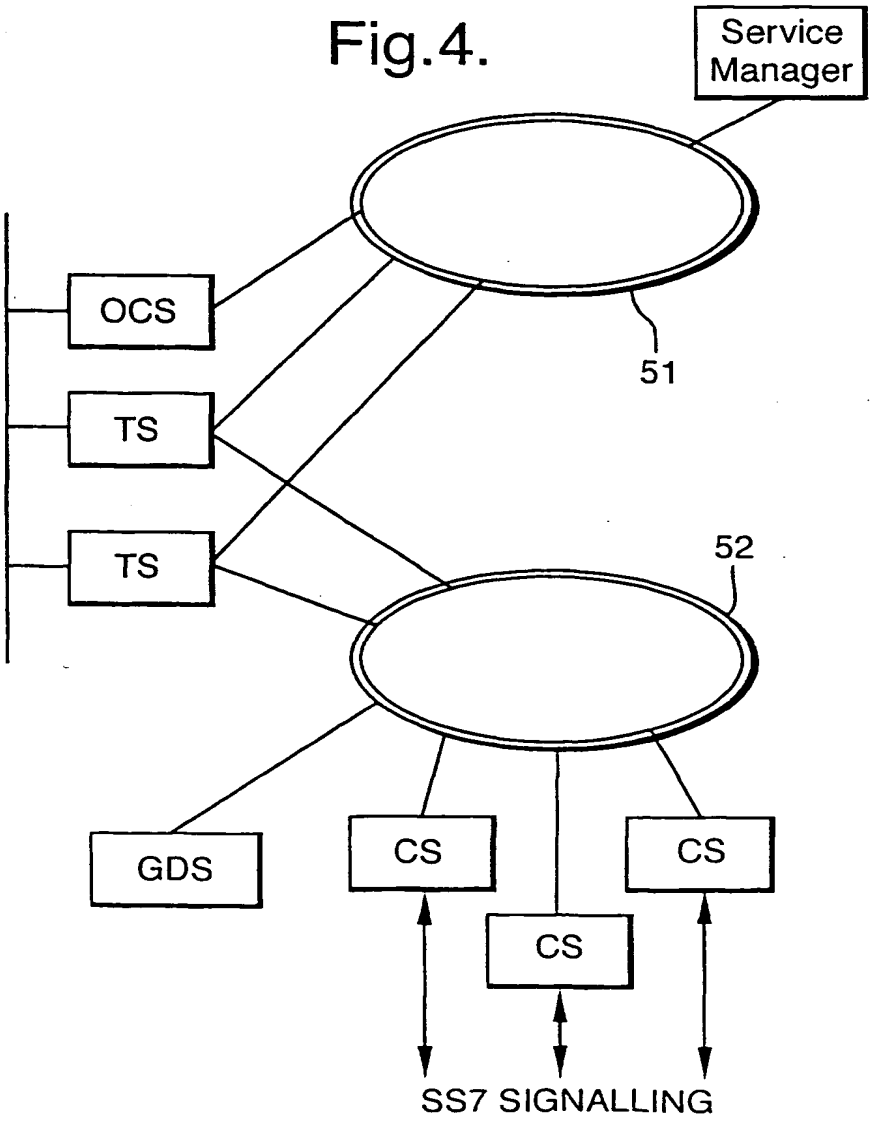
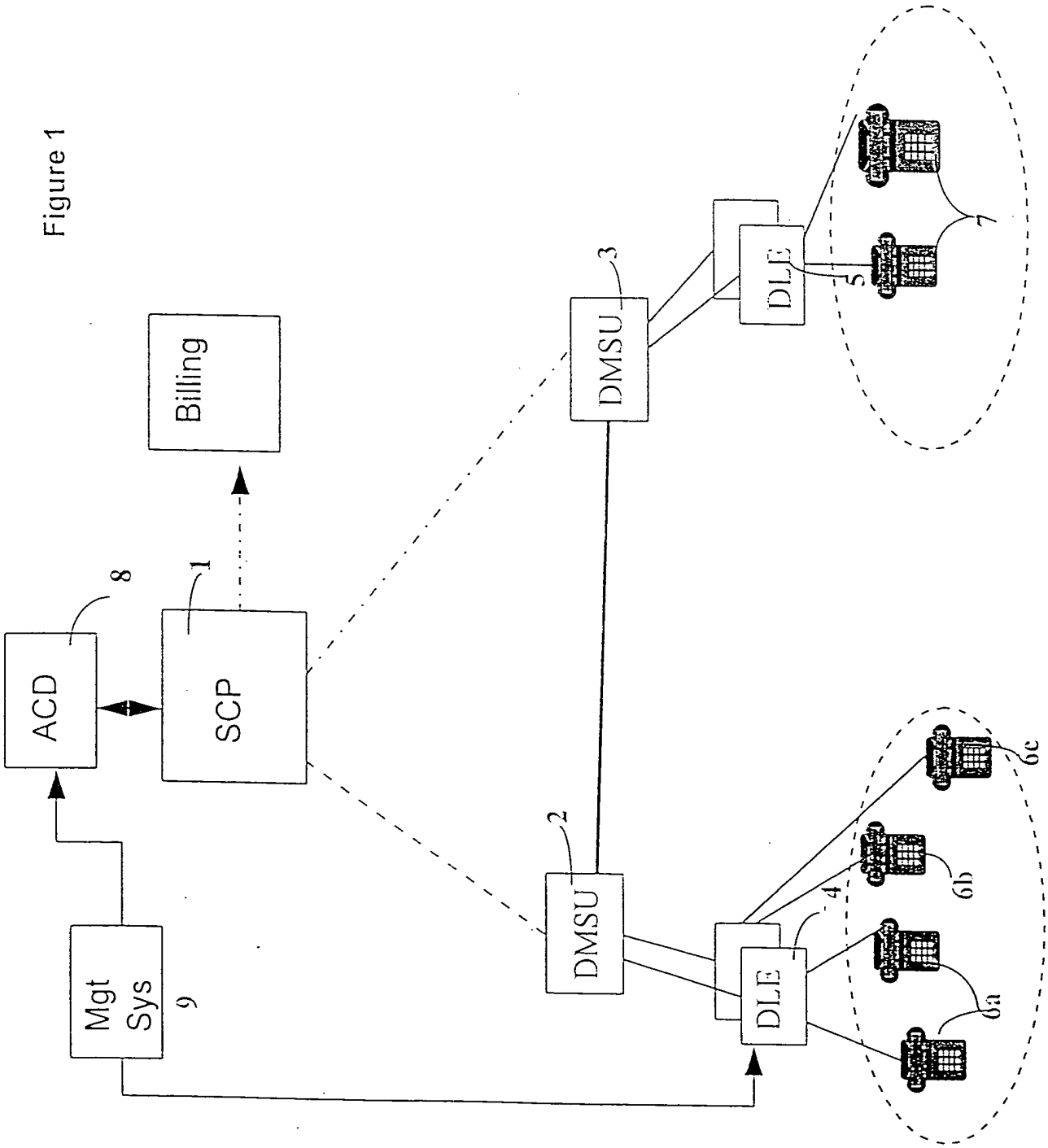

Service
Manager
OCS
TS
TS
51
52
GDS
CS
CS
CS
SS7 SIGNALLING

Fig.5.

IVR
505
Service Logic
504
S/N
503
BASE
506
B
DLE
502
Cellular Network
507
508
G/W
DLE
501
A

Figure 1



0005 AUA 1 C OTMRO/BUSTAD

Figure 2

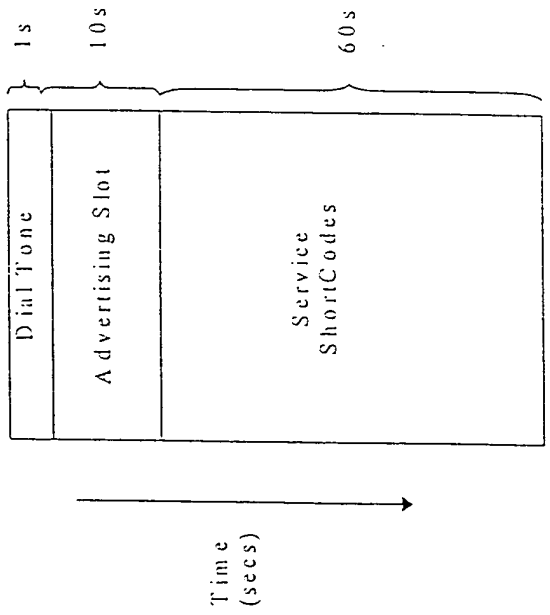
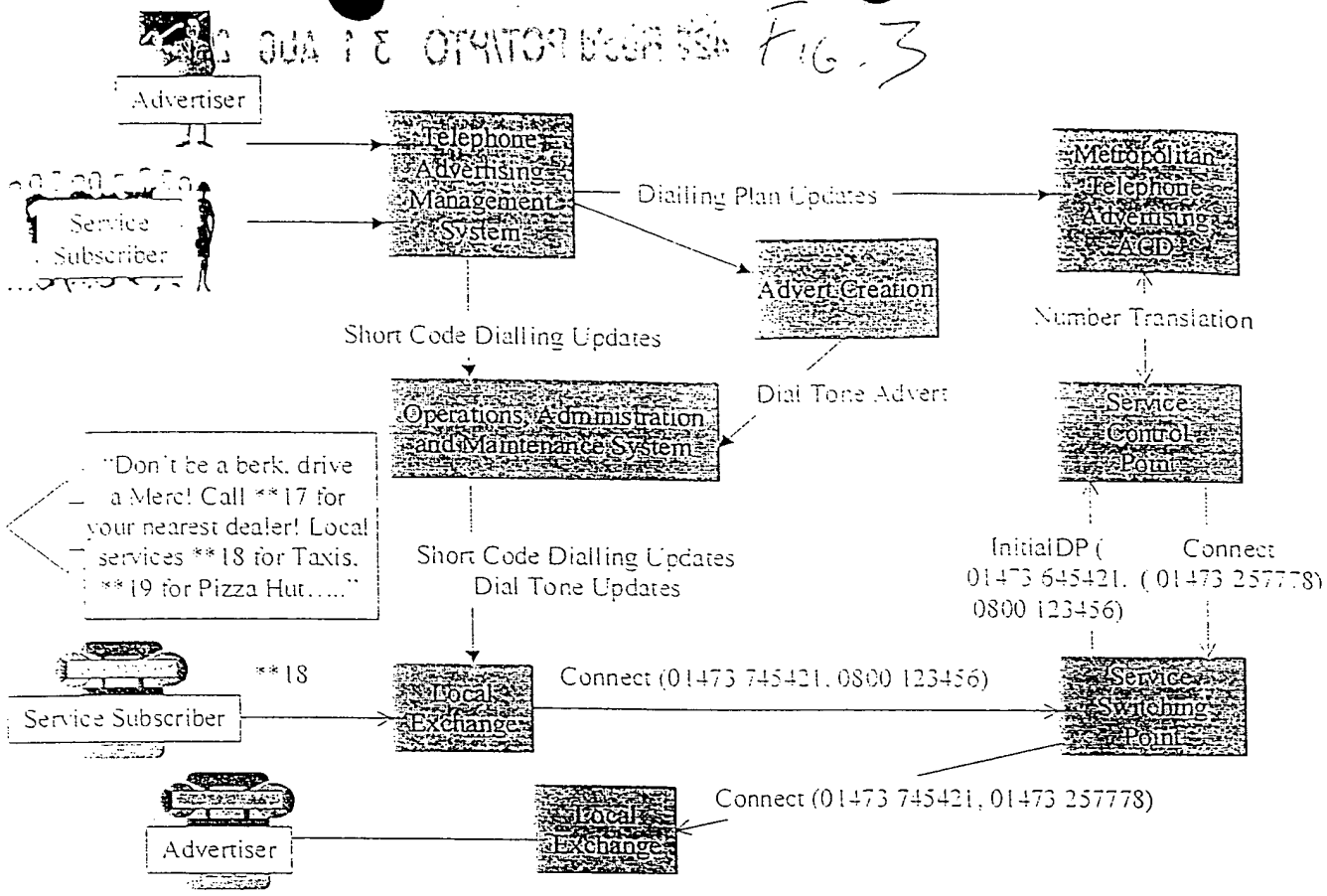


FIG. 3


Advertiser
Telephone Advertising Management System
Service Subscriber
Dialling Plan Updates
Metropolitan Telephone Advertising AGD
Advert Creation
Number Translation
Short Code Dialling Updates
Operations, Administration and Maintenance System
Dial Tone Advert
Service Control Point
"Don't be a berk, drive a Merc! Call **17 for your nearest dealer! Local services **18 for Taxis, **19 for Pizza Hut....."
Short Code Dialling Updates
Dial Tone Updates
Initial DP (01473 645421, 0800 123456)
Connect (01473 257778)
**18
Service Subscriber
Local Exchange
Connect (01473 745421, 0800 123456)
Service Switching Point
Connect (01473 745421, 01473 257778)
Advertiser
Local Exchange

PCT/GB99/ 31 AUG 2000

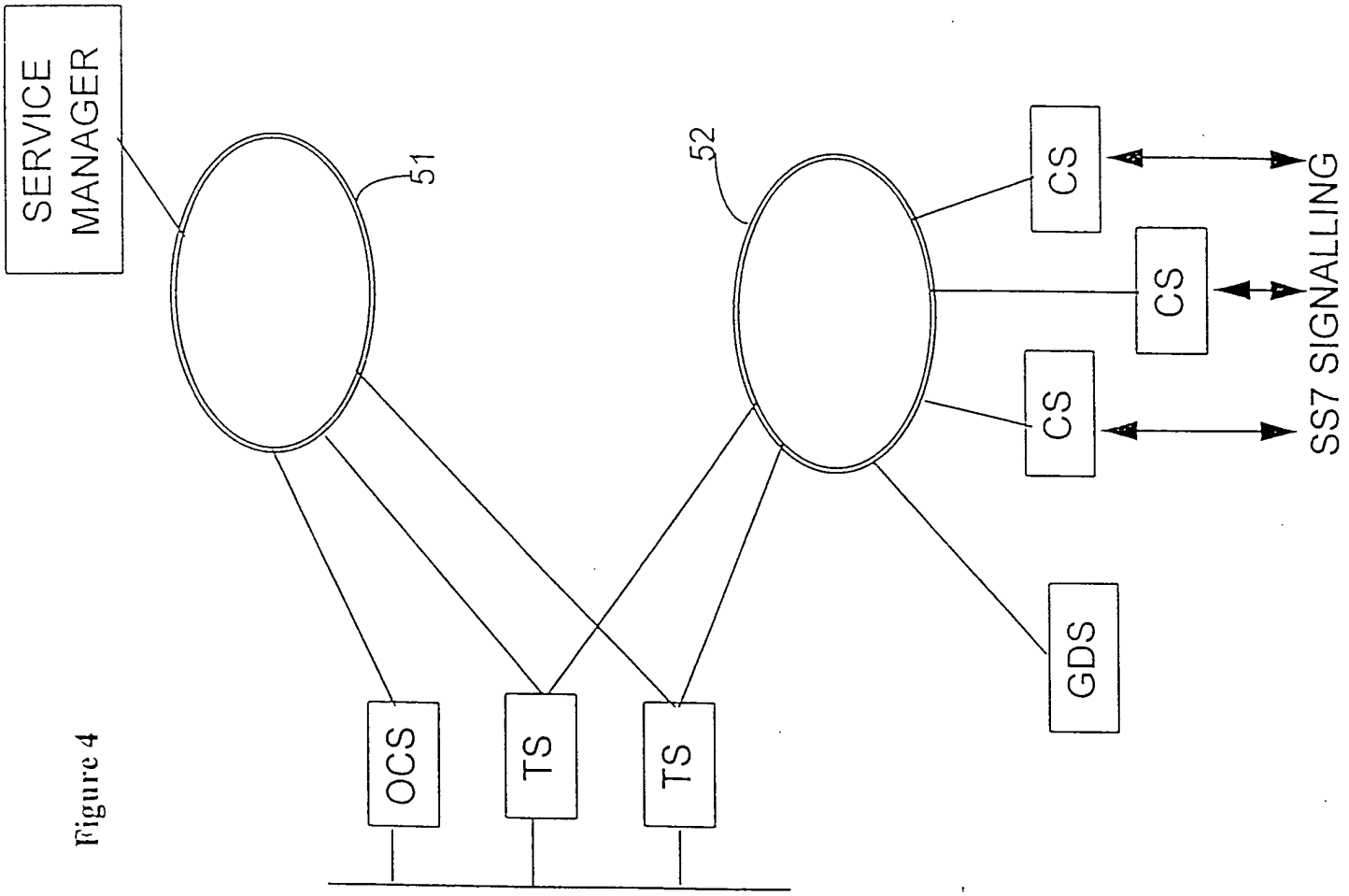


Figure 4

31 AUG 2000

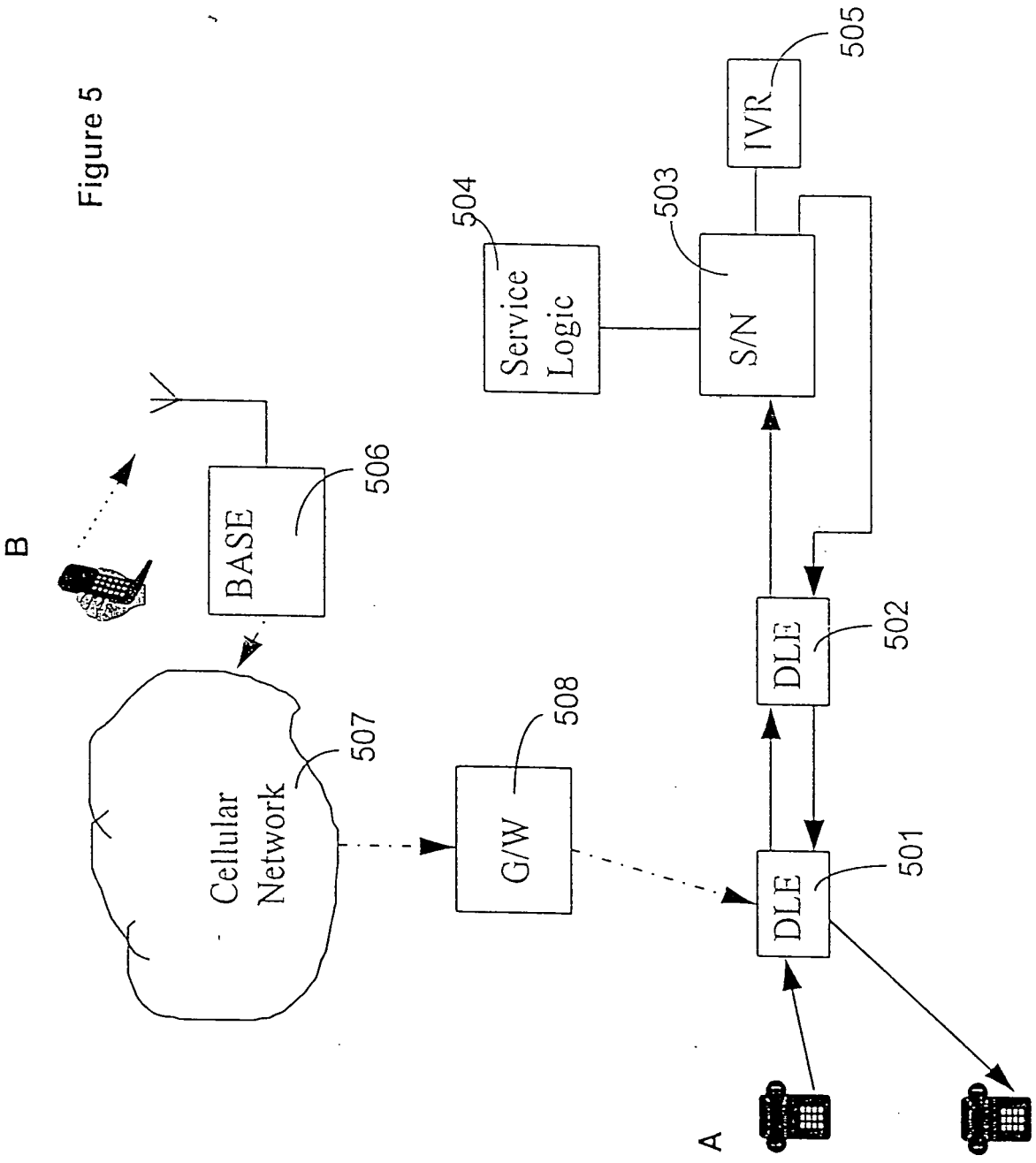



Figure 5